

ATTENDANCE AT CULTURAL ATTRACTIONS DURING
1990

Total attendance at 75 museums, State Monuments, historic sites, zoos, and similar attractions in Hawaii during 1990 was approximately 21,045,000. During the 1989-1990 season, 12 professional, community, college, and military theater groups on Oahu presented 1,419 performances of 377 dramatic or musical productions viewed by 967,000 persons. These totals were compiled by the

Hawaii State Department of Business, Economic Development & Tourism as part of its annual cultural census, the 22nd in a series initiated in 1963.

The attendance at museums and other attractions was the highest on record, surpassing both the previous peak of 20.66 million set in 1988 and the 1989 total of 19,499,000. The 1989-1990 figure for the performing arts, in contrast, was well below the 1987-1988 record of 1,249,000 and the 1988-1989 count of 1,154,000.

Oahu accounted for 39 of the State's 725 museums and related facilities, with attendance at such attractions amounting to 15.0 million. The Big Island was second, with 11 attractions and 4.4 million in attendance. Maui ranked third, with an attendance total of 908,000, followed by Kauai (with 705,000) and Molokai (with 15,000).

The leading attraction in the State was again the National Memorial Cemetery of the Pacific atop Punchbowl, visited by 6.3 million during 1990. Two facilities at Hawaii Volcanoes National Park, the Jagger Museum and

Kilauea Visitor Center, each reported 2.0 million in attendance. The U.S.S. Arizona Memorial ranked fourth, with 1.9 million. Other popular attractions included Dole Plantation (1.03 million), the Polynesian Cultural Center (884,000), Sea Life Park (693,000), Honolulu Zoo (652,000), and Waimea Falls Park (568,000).

Ballets, concerts, operas, rock shows, and other dramatic and musical productions presented in the facilities of the City and County of Honolulu Department of Auditoriums during the year ended June 30, 1990 numbered 105. The 188 performances of these productions were viewed by 447,000 persons, almost one-third fewer than a year earlier.

The Honolulu Symphony Orchestra's 141 performances were attended by 183,000 listeners.

These statistics exclude Federal, State, or County parks in which the chief appeal is scenic or recreational rather than cultural, libraries, the performing arts on the Neighbor Islands, and cultural attractions that are only incidental to other features.

Attendance estimates should be interpreted with considerable caution. They take no account of either length of stay or the educational, aesthetic, or recreational quality of the individual's experience. Private attractions with admission fees often report lower totals than public facilities open to anyone. Features with convenient restrooms (like Kauai's Russian Fort) do particularly well.

The present survey is the 22nd conducted by DBED and its predecessor agencies. The first reported data for 1962 and the second contained 1967

statistics. The most recent compilation was published in August 1990 as Statistical Report 216, "Attendance at Cultural Attractions During 1989."

These statistics were obtained by the Department in a mail and telephone survey of the facilities and groups listed in the accompanying tables. The cooperation of these organizations is gratefully acknowledged.

Further details on survey findings appear in the accompanying tables and graphs.

Table 1.
ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS, BY ISLANDS:
1988 TO 1990

Island	Number of attractions reported			Attendance		
	1988	1989	1990	1988	1989	1990
State total ..	76	74	75	20,656,062	19,499,480	21,045,077
Hawaii.....	13	13	11	5,489,823	4,229,628	4,411,741
Maui 1/.....	14	14	14	988,207	927,470	908,042
Lanai.....	-	-	-	-	-	-
Molokai.....	3	3	3	18,709	18,285	15,463
Oahu.....	36	36	39	13,424,032	13,658,342	15,004,365
Kauai.....	10	8	8	735,291	665,755	705,466
Niihau.....	-	-	-	-	-	-

1/ Lahaina Restoration Foundation attractions counted separately.
Source: Table 2.

Table 2
ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS: 1988 TO 1990

[Calendar year data unless otherwise
specified. Some 1988 and 1989
data have been revised]

Island and cultural attraction	1988	1989	1990
Oahu:			
Bernice P. Bishop Museum 1/.....	362,906	302,127	325,679
The Contemporary Museum 2/.....	5,000	27,009	28,098
Damien Museum and Archives.....	11,026	11,598	10,848
Dole Cannery Square.....	302,000	362,000	517,000
Dole Plantation.....	(NA)	(NA)	1,029,000
Foster Botanic Garden.....	57,532	54,865	61,240
Fred Ohrt Water Museum.....	3,334	4,510	4,048
Halawa Tunnel.....	(NA)	(NA)	3,091
Halawa Xeriscape Garden 3/.....	-	4,284	4,412
Harold L. Lyon Arboretum.....	11,795	15,371	27,100
Hawaii Maritime Center 4/.....	1,952	66,500	109,200
Hawaii Nature Center.....	23,142	32,466	34,836

Honolulu Academy of Arts 5/.....	230,736	299,219	256,654
The Honolulu Advertiser Gallery.....	27,100	27,400	27,800
Honolulu Zoo.....	875,825	752,207	652,276
Hoomaluhia Park.....	59,323	59,774	70,630
Iolani Palace State Monument 1/.....	72,000	74,000	72,000
Mission Houses Museum.....	26,746	29,788	24,902
Moanalua Gardens.....	10,318	(NA)	21,600
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center).....	232,767	219,818	245,782
National Memorial Cemetery of the Pacific.....	5,623,916	6,049,931	6,281,431
Paradise Cove Luau Park.....	298,198	264,743	250,354
Paradise Park 6/.....	215,677	185,457	75,142
Polynesian Cultural Center.....	881,500	850,185	884,043
Puu o Mahuka Heiau State Monument 1/...	7,000	9,000	6,000
Queen Emma Summer Palace.....	23,793	20,766	23,627
Royal Mausoleum State Monument 1/.....	74,000	77,000	18,000
Sea Life Park Hawaii.....	739,041	740,170	692,607
Senator Fong's Plantation and Gardens 7/	32,578	55,690	79,483
Tropic Lightning Museum 8/.....	4,500	5,350	4,416
Ulu Po Heiau State Monument 1/.....	2,000	2,000	2,000
U.S. Army Museum, Ft. DeRussy.....	108,123	125,680	137,267
U.S.S. Arizona Memorial.....	1,778,347	1,768,587	1,870,805
Visiting either Memorial or Visitor Center.....	1,462,395	1,444,639	1,469,676
Aboard non-landing tour boats.....	315,952	323,948	401,129
U.S.S. Bowfin WWII Submarine Exhibit...	245,742	202,571	193,172
University of Hawaii Art Gallery.....	50,000	50,000	50,000
Wahiawa Botanical Garden.....	17,400	13,248	19,298
Waikiki Aquarium 1/.....	341,819	300,750	303,297
Waimea Falls Park 9/.....	654,896	580,020	567,952
Waipahu Cultural Garden Park.....	12,000	14,258	19,275
Hawaii:			
Hawaii Tropical Botanical Garden.....	33,051	35,466	42,440
Greenwell Store Museum.....	5,000	5,000	5,000
Hulihee Palace.....	25,470	27,716	27,368
Jagger Museum.....	1,900,000	2,000,000	2,000,000
Kealahou Bay State Historical Park 1/.	62,000	47,000	51,000
Kilauea Visitor Center.....	1,800,000	1,800,000	2,000,000
Lapakahi State Historical Park 1/.....	69,000	77,000	101,000
Lyman House Memorial Museum.....	16,414	16,847	18,913
Panaewa Rainforest Zoo.....	69,814	77,133	76,118
Parker Ranch Historic Homes 10/.....	(NA)	28,710	(NA)
Parker Ranch Visitor Center.....	28,000	31,000	(NA)
Volcano Art Center 11/.....	52,470	55,450	58,500
Wahaula Visitor Center 12/.....	1,400,000	(NA)	-
Wailoa Center.....	28,604	28,306	31,402
Maui:			
Alexander & Baldwin Sugar Museum.....	24,517	28,629	30,676
Halekii-Pihana Heiaus State Monument 1/	38,000	35,000	11,000
Hale Wai Wai O Hana.....	8,266	8,035	9,664
Kula Botanical Gardens.....	19,750	20,021	20,305
Lahaina Restoration Foundation.....	174,827	159,320	187,637
Baldwin Missionary Home Museum.....	46,302	50,969	47,667

Brig Carthaginian 13/.....	52,185	21,139	48,400
Hale Pa'ahao (Old Lahaina Prison) 14/	17,650	25,340	30,770
Hale Pa'i Printing House.....	6,200	5,400	4,800
Kalaupapa Lighthouse Lens Exhibit 15/	19,910	22,082	12,600
Wo Hing Temple Museum.....	32,580	34,390	43,400
Maui Historical Society Museum.....	17,682	18,495	14,207
Maui Tropical Plantation.....	455,000	397,458	381,843
Maui Zoological & Botanical Gardens....	67,000	70,200	36,000
Whalers Village Museum.....	183,165	190,312	216,710

Kauai:

Coco Palms Zoo 16/.....	6,142	(NA)	(NA)
Grove Farm Homestead 17/.....	4,408	3,627	4,290
Hanalei Museum 18/.....	6,500	(NA)	-
Ho'opulapula Haraguchi Rice Mill 19/...	350	625	1,265
Kauai Museum 20/.....	29,268	29,756	28,656
Kilauea National Wildlife Refuge.....	247,698	204,731	242,215
Kokee Natural History Museum.....	95,213	101,060	96,684
National Tropical Botanical Garden.....	12,000	16,000	15,000
Russian Fort Elizabeth State			
Historical Park 21/.....	331,000	308,000	315,000
Waioli Mission House 17/.....	2,712	1,956	2,356

Molokai:

Kalaupapa Settlement.....	7,900	8,439	8,264
Molokai Ranch Wildlife Park.....	5,919	5,920	4,854
R. W. Meyer Sugar Mill 22/.....	4,890	3,926	2,345

NA Not available.

- 1/ Years ended June 30.
- 2/ Opened October 1988.
- 3/ Opened September 30, 1989.
- 4/ Closed for renovation during first 11 months of 1988.
- 5/ Includes Academy Theatre (56,151 in 1988, 109,119 in 1989, and 63,430 in 1990).
- 6/ Closed June 1990-January 1991.
- 7/ Opened April 11, 1988.
- 8/ Closed November 1, 1990-October 1991.
- 9/ Closed November 20, 1990-early 1991 for repairs.
- 10/ Opened December 1, 1988.
- 11/ Revised figure for 1987 was 50,750.
- 12/ Destroyed July 1989.
- 13/ Closed September 1, 1988 to June 30, 1989 for repairs.
- 14/ Opened in April 1988.
- 15/ Opened April 1987. Closed June 30, 1990.
- 16/ Closed February 8, 1990.
- 17/ Closed 2 months in 1989 for repairs.
- 18/ Closed July 1989.
- 19/ Open primarily for school children and senior groups.
- 20/ Closed one week in September 1990.
- 21/ Years ended June 30. Attendance estimates reflect heavy use of restrooms by tour bus passengers.
- 22/ Opened to general public December 5, 1988.

Source: Hawaii State Department of Business, Economic Development & Tourism, annual mail and telephone survey of attractions.

Table 3
PERFORMING ARTS STATISTICAL SUMMARY,
FOR OAHU: 1979-1980 TO 1989-1990 SEASONS

Season	Number of groups reporting	Productions	Performances	Attendance
1979-1980	12	183	1,178	723,581
1980-1981	13	254	1,128	830,585
1981-1982	12	500	1,300	804,647
1982-1983	13	502	1,376	936,821
1983-1984	13	695	1,734	1,060,367
1984-1985	12	773	1,809	1,086,930
1985-1986	12	353	1,245	845,328
1986-1987	12	439	1,354	875,063
1987-1988	12	385	1,610	1,248,828
1988-1989	12	382	1,545	1,154,107
1989-1990	12	377	1,419	967,105

Source: DBED mail and telephone surveys.

Table 4
PERFORMING ARTS, FOR OAHU:
1989-1990 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	377	1,419	967,105
Brigham Young University - Hawaii Campus..	6	14	4,700
Chaminade University of Honolulu.....	2	8	840
Hawaii Loa College.....	2	8	560
Diamond Head Theatre (formerly Honolulu Community Theatre).....	8	121	42,957
Honolulu Department of Auditoriums, total	105	188	447,304
Ballets.....	1	6	13,866
Concerts.....	75	107	232,200
Operas.....	3	9	17,697
Rock shows.....	11	12	63,270
Other dramatic and musical productions..	15	54	120,271
Honolulu Theatre for Youth.....	8	286	121,771
Leeward Community College.....	53	193	79,678
Manoa Valley Theatre.....	7	129	21,266
The Starving Artists' Theatre Company.....	11	165	39,424
Adults.....	6	90	5,824
Children.....	5	75	33,600

U.S. Army Support Command, total.....	153	177	163,577
Army Community Theatre.....	4	28	11,992
Soldier bands and jam sessions.....	72	72	31,044
DOD/USO touring shows, showmobile activities, and special events.....	77	77	120,541
University of Hawaii at Manoa.....	19	110	42,012
Windward Community College.....	3	20	3,016

Source: DBED mail and telephone survey.

Table 5
HONOLULU SYMPHONY ORCHESTRA:
1979-1980 TO 1989-1990

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
1979-1980	75	122	186,135	2,189,172
1980-1981	80	107	155,622	2,211,082
1981-1982	80	109	168,900	2,627,293
1982-1983	80	142	204,193	2,817,196
1983-1984	80	133	194,600	2,562,500
1984-1985	80	120	167,500	2,966,700
1985-1986	80	137	208,370	3,053,257
1986-1987 1/	80	85	139,703	2,394,804
1987-1988	79	127	184,897	4,143,347
1988-1989	80	134	215,808	4,234,275
1989-1990	80	141	183,434	4,978,813

1/ Season shortened by musicians' strike, August 8-November 26, 1986.
Source: Honolulu Symphony Society, records.